

Annual Report



F Y O 8

Missouri Division of Tourism

The Tourism Story

To lead Missouri in becoming one of America's most memorable tourist destinations.

Missouri's 74th General Assembly created the Missouri Tourism Commission in 1967. The Missouri Division of Tourism (MDT) is the administrative arm of the Commission and operates under its direction. The Tourism Commission consists of 10 members:

- The lieutenant governor;
- Two senators of different political parties, appointed by the president pro tem;
- Two representatives of different parties, appointed by the speaker of the House;
- Five governor appointees that may include, but are not limited to, persons engaged in tourism-oriented enterprises. No more than three are of the same political party.
- Commissioners who are appointed by the governor serve staggered, four-year terms.
- Commissioners receive no compensation for serving.
- The commission elects a chair who calls a minimum of four meetings each year.
- The MDT budget is contained within the Department of Economic Development's annual budget submitted to the governor and the General

Assembly for their approval.

- The tourism commission employs a director qualified by education, experience in public administration, and background in the use of the news media and advertising mediums. The director employs a professional staff.
- MDT's primary goal is to increase tourism expenditures in the state. This objective is achieved through outcome-based, research-supported and measured marketing programs.

Missouri's Five Marketing Regions



Front Cover Photo: St. Louis Zoo

A Year in Review



Despite tough economic conditions, it's been a good year for tourism in Missouri. Our geographic location and diversity of attractions make us a great destination that offers

a lot of value to travelers.

Because the administration and the legislature continue to show confidence in our abilities to generate revenue, our budget has allowed us to aggressively promote Missouri as the tourism destination in the Midwest. We appreciate the support and pledge to continue our efforts to make the best possible marketing decisions as we invest state tax dollars.

We continued our research-based approach to marketing the state by pre-testing our advertising concepts in select target markets and listening to what our potential customers had to say. The research directed us to capture the emotion of a Missouri vacation. Consumers responded and spent \$48.13 for each dollar invested from MDT's budget. We also saw our 17 SIC codes grow to a record \$425 million in sales taxes for FY08.

In our communications efforts, we hosted national travel writers and exposed them to many of our gems. We converted these journalists into evangelists who then spread the word on our behalf.

The Tour of Missouri reported media coverage valued at \$2.6 million.

As we prepare for the future, we realize that the marketing strategies of MDT and the world are rapidly changing. We have developed a plan to address the social media revolution affecting the way people communicate. This plan will be updated regularly and rapidly as our staff monitors what is happening in this field.

We also continued working with our partners. From the inception of our cooperative marketing program, we have invested more than \$29.6 million to double our marketing effectiveness.

Finally, we recognize the importance of our visitor. We operate seven Welcome Centers in conjunction with the Missouri Department of Transportation. The newest center opened in FY08 in Eagleville. Plus there was a total renovation in Joplin. These staffers greet visitors, share information about the area and encourage them to see just a little bit more of Missouri while they're here.

Our staff is passionate about promoting Missouri. We'll continue to serve all Missourians by drawing visitors and generating revenue for the state.

Sincerely,

A stylized, handwritten signature in black ink, appearing to read 'R. B. Smith III'.

R. B. Smith III
Interim Director

Budget and Economic Impact

Missouri's tourism funding formula is often recognized as a model throughout the nation. Other states, including Colorado, Iowa, Kansas, Nebraska, North Carolina, Ohio, Rhode Island, Utah and Wisconsin have studied, adopted or are considering implementing funding plans patterned after Missouri's.

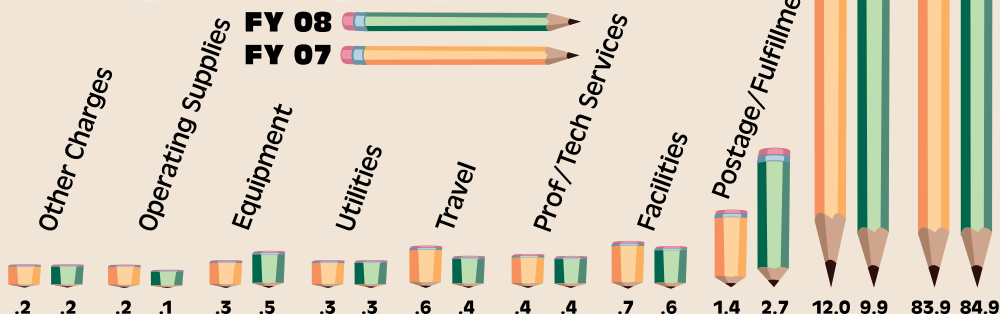
Conceived by industry members, the formula allowed the Division of Tourism to fund itself by using growth in tourism while eliminating the division's need for traditional General Revenue Fund appropriations. The performance-based formula has enabled the Missouri Division of Tourism budget to grow from \$6 million in 1994 to \$20.7 million for FY08.

State Law RSMo 620.467, known as the Tourism Supplemental Revenue Fund (TSRF), works by identifying sales tax revenue generated by businesses that serve travelers. A percentage of

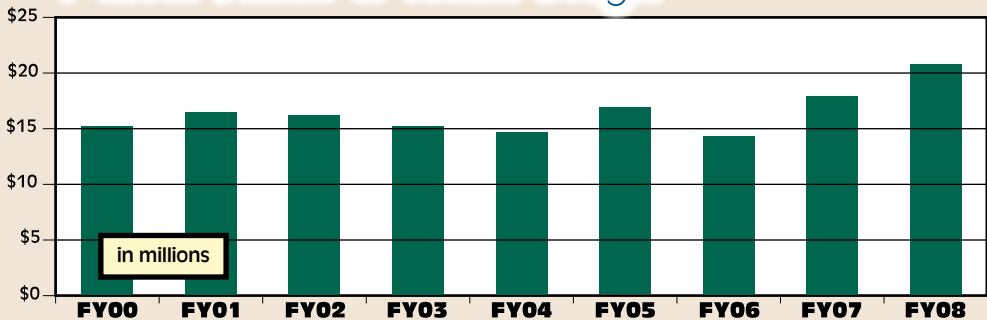
the growth in sales tax revenue from businesses that fall within 17 tourism-related Standard Industry Classification (SIC) codes is used to determine the growth in the TSRF. The formula allows for 3 percent inflation each year. Once the 3 percent threshold is reached, one-half of the additional growth is used to determine the increase in funding. The funding by the formula cannot grow by more than \$3 million in any one year.

In addition, a provision in the law required the original FY94 General Revenue core be systematically eliminated by FY04. These reductions were accelerated so that the division was

Percentages of Budget Expenditures



Missouri Division of Tourism Budget



funded 100 percent through the TSRF in FY02, two years earlier than mandated.

In 1998 and 2002, the General Assembly passed legislation to enhance the original state law. In FY07, legislation extended the sunset clause to 2015.

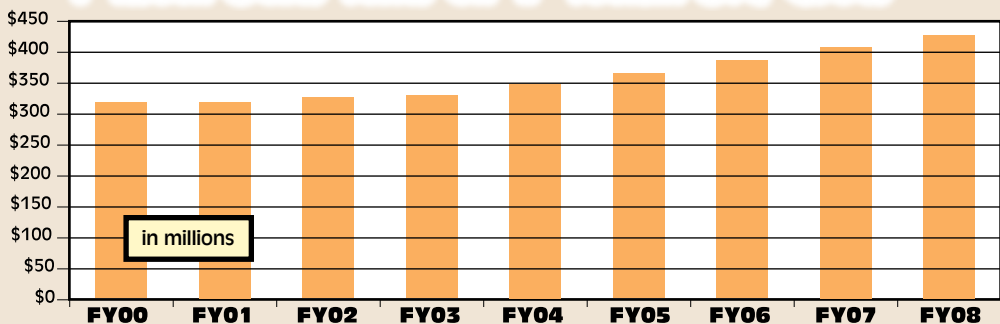
Increases in the TSRF appropriation allow for additional investment in tourism marketing and promotion. Through this

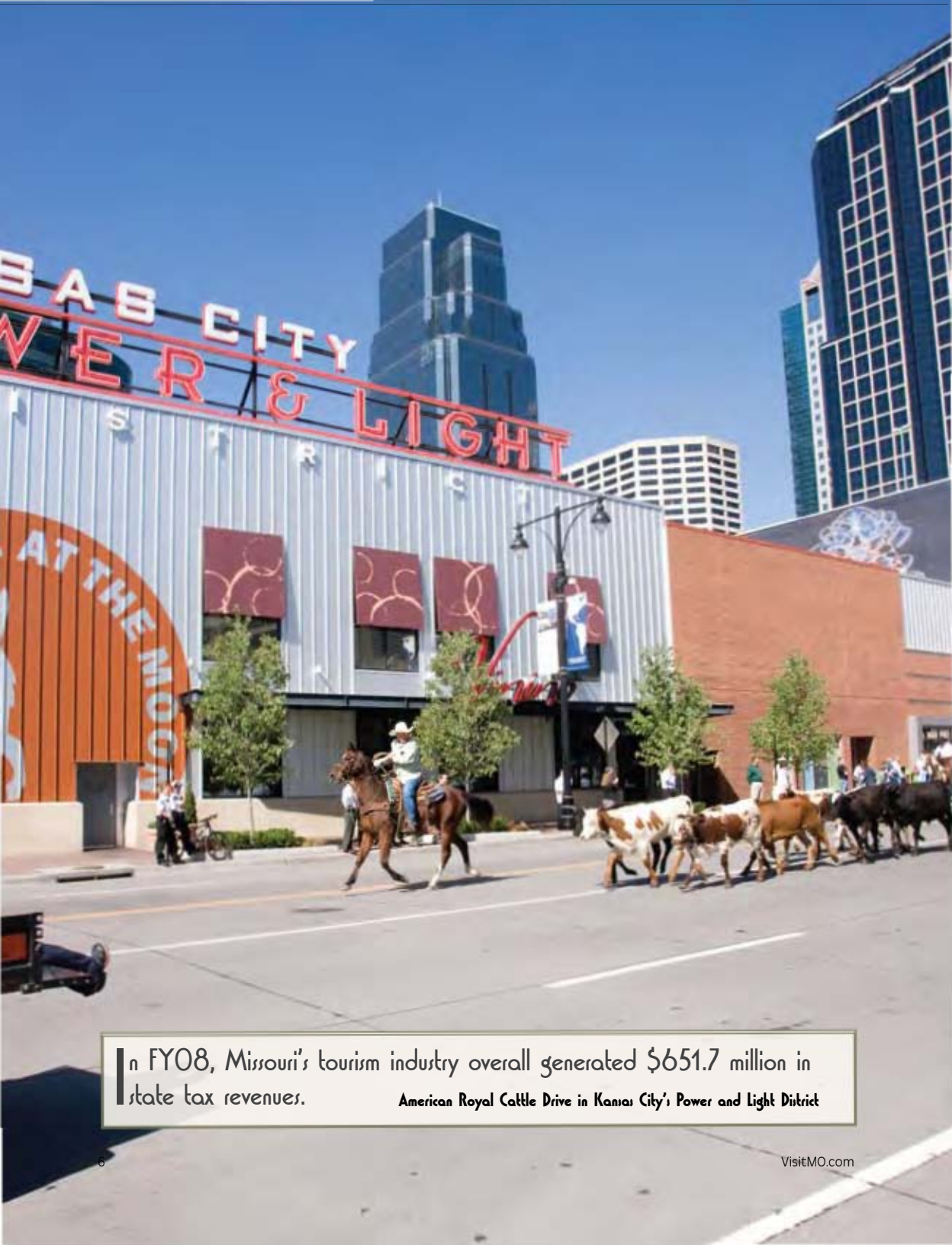
performance-based budget, the division expanded its marketing message and also offered a cooperative matching funds program to local tourism organizations.

This places Missouri in a better position to raise awareness of travel within our state and compete with neighboring states for traveler expenditures.

The state sales tax collected from 17 tourism-related SIC codes totaled \$425 million in FY08.

Missouri Sales Taxes on 17 Tourism SIC Codes

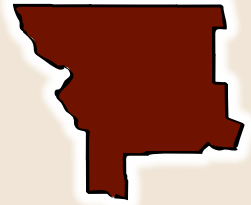




In FY08, Missouri's tourism industry overall generated \$651.7 million in state tax revenues.

American Royal Cattle Drive in Kansas City's Power and Light District

Tourism Spending, County Revenues and Tourism-related Employment



Northwest Region

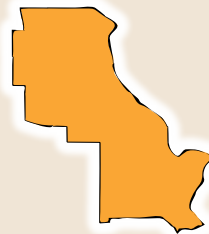
County	* FY08 Total Expenditures in 17 Tourism-related SIC Codes	** FY07 Local Property Taxes Lodging and Entertainment	*** FY08 Tourism-related Employment
Andrew	\$17,782,903	\$110,830	241
Atchison	\$8,987,815	\$21,431	205
Buchanan	\$152,819,144	\$795,245	4,624
Caldwell	\$1,589,819	\$1,885	55
Carroll	\$5,920,463	\$35,769	166
Cass	\$93,057,273	\$404,520	2,483
Chariton	\$2,921,554	\$3,037	79
Clay	\$342,281,641	\$15,020,510	12,386
Clinton	\$10,929,651	\$41,855	406
Daviess	\$4,605,077	\$2,801	89
Dekalb	\$14,137,824	\$100,577	371
Gentry	\$1,598,101	\$897	79
Grundy	\$7,678,377	\$52,946	235
Harrison	\$11,254,845	\$51,111	307
Holt	\$6,846,469	\$13,881	125
Howard	\$3,811,256	\$0	298
Jackson	\$1,512,043,986	\$32,516,967	37,335
Lafayette	\$26,977,522	\$72,456	771
Linn	\$8,364,434	\$56,540	379
Livingston	\$17,809,886	\$107,182	535
Mercer	\$1,059,279	\$1,049	29
Nodaway	\$22,744,623	\$62,928	829
Platte	\$260,865,095	\$6,266,635	7,019
Putnam	\$1,016,138	\$3,370	32
Ray	\$9,804,746	\$43,908	369
Saline	\$17,146,227	\$66,591	851
Sullivan	\$1,715,022	\$2,927	37
Worth	\$595,549	\$0	21
Totals NW Region	\$2,566,364,719	\$55,857,848	70,356

*Source: Missouri Department of Revenue

**Source: Department of Economic Development – MERIC

***Source: Missouri Division of Employment Security and University of Missouri – Columbia

Tourism Spending, County Revenue and Tourism-related Employment



Northeast Region

County	*FY08 Total Expenditures in 17 Tourism-related SIC Codes	**FY07 Local Property Taxes Lodging and Entertainment	***FY08 Tourism-related Employment
Adair	\$29,879,983	\$141,169	1,432
Audrain	\$16,969,414	\$104,001	540
Clark	\$2,049,222	\$7,340	100
Franklin	\$103,779,653	\$1,188,838	3,842
Gasconade	\$12,737,186	\$180,197	595
Jefferson	\$190,276,907	\$886,552	5,942
Knox	\$915,673	\$1,957	74
Lewis	\$2,829,587	\$590,127	375
Lincoln	\$31,401,239	\$115,633	1,121
Macon	\$16,889,351	\$99,312	452
Marion	\$40,072,130	\$276,575	1,506
Monroe	\$3,925,529	\$37,586	146
Montgomery	\$6,997,175	\$61,813	248
Pike	\$10,934,249	\$132,099	400
Ralls	\$4,497,746	\$72,081	96
Randolph	\$19,770,297	\$50,668	781
Schuyler	\$702,081	\$1,926	23
Scotland	\$2,237,219	\$7,213	67
Shelby	\$1,064,623	\$5,567	121
St. Charles	\$544,853,817	\$10,189,442	18,363
St. Louis	\$2,153,714,175	\$29,755,630	64,903
St. Louis City	\$1,059,541,606	\$16,681,282	25,288
Warren	\$25,465,247	\$115,997	733
Totals NE Region	\$4,281,504,109	\$60,703,005	127,148

*Source: Missouri Department of Revenue

**Source: Department of Economic Development – MERIC

***Source: Missouri Division of Employment Security and University of Missouri – Columbia

Tourism Spending, County Revenues and Tourism-related Employment



Central Region

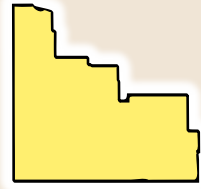
County	* FY08 Total Expenditures in 17 Tourism-related SIC Codes	** FY07 Local Property Taxes Lodging and Entertainment	*** FY08 Tourism-related Employment
Benton	\$12,760,126	\$133,636	410
Boone	\$299,160,307	\$2,314,389	9,599
Callaway	\$33,961,710	\$265,757	1,295
Camden	\$154,542,967	\$3,938,360	3,948
Cole	\$115,429,002	\$1,046,429	3,829
Cooper	\$15,074,185	\$2,402,453	1,083
Dallas	\$10,639,398	\$95,095	420
Henry	\$26,122,596	\$120,713	811
Hickory	\$4,163,205	\$96,155	129
Johnson	\$49,767,754	\$270,941	1,935
Laclede	\$43,567,135	\$479,375	1,316
Maries	\$3,056,202	\$0	89
Miller	\$31,621,027	\$360,553	788
Moniteau	\$7,292,948	\$7,491	329
Morgan	\$16,489,698	\$210,260	448
Osage	\$3,975,602	\$11,275	163
Pettis	\$56,032,700	\$164,625	1,803
Pulaski	\$53,587,872	\$924,295	2,493
St. Clair	\$3,401,865	\$2,834	81
Totals Central Region	\$940,646,299	\$12,844,636	30,969

*Source: Missouri Department of Revenue

**Source: Department of Economic Development – MERIC

***Source: Missouri Division of Employment Security and University of Missouri – Columbia

Tourism Spending, County Revenues and Tourism-related Employment



Southwest Region

County	*FY08 Total Expenditures in 17 Tourism-related SIC Codes	* *FY07 Local Property Taxes Lodging and Entertainment	* * *FY08 Tourism-related Employment
Barry	\$35,902,265	\$186,117	965
Barton	\$9,190,515	\$66,795	449
Bates	\$19,434,965	\$27,498	325
Cedar	\$9,448,357	\$42,804	360
Christian	\$62,359,317	\$141,703	2,137
Dade	\$1,816,688	\$6,503	72
Douglas	\$6,542,949	\$16,537	196
Greene	\$521,972,627	\$2,745,823	16,584
Jasper	\$160,142,851	\$546,303	4,859
Lawrence	\$21,623,930	\$51,268	721
McDonald	\$9,112,539	\$19,569	279
Newton	\$85,205,923	\$843,448	2,005
Ozark	\$6,647,332	\$182,896	206
Polk	\$21,836,664	\$64,578	628
Stone	\$143,500,240	\$3,743,250	2,198
Taney	\$461,330,984	\$10,038,384	10,612
Vernon	\$13,861,618	\$155,599	527
Webster	\$21,910,520	\$71,007	643
Wright	\$10,534,192	\$30,357	330

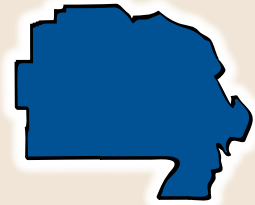
Totals SW Region **\$1,622,374,476** **\$18,980,439** **44,096**

*Source: Missouri Department of Revenue

**Source: Department of Economic Development – MERIC

***Source: Missouri Division of Employment Security and University of Missouri – Columbia

Tourism Spending, County Revenues and Tourism-related Employment



Southeast Region

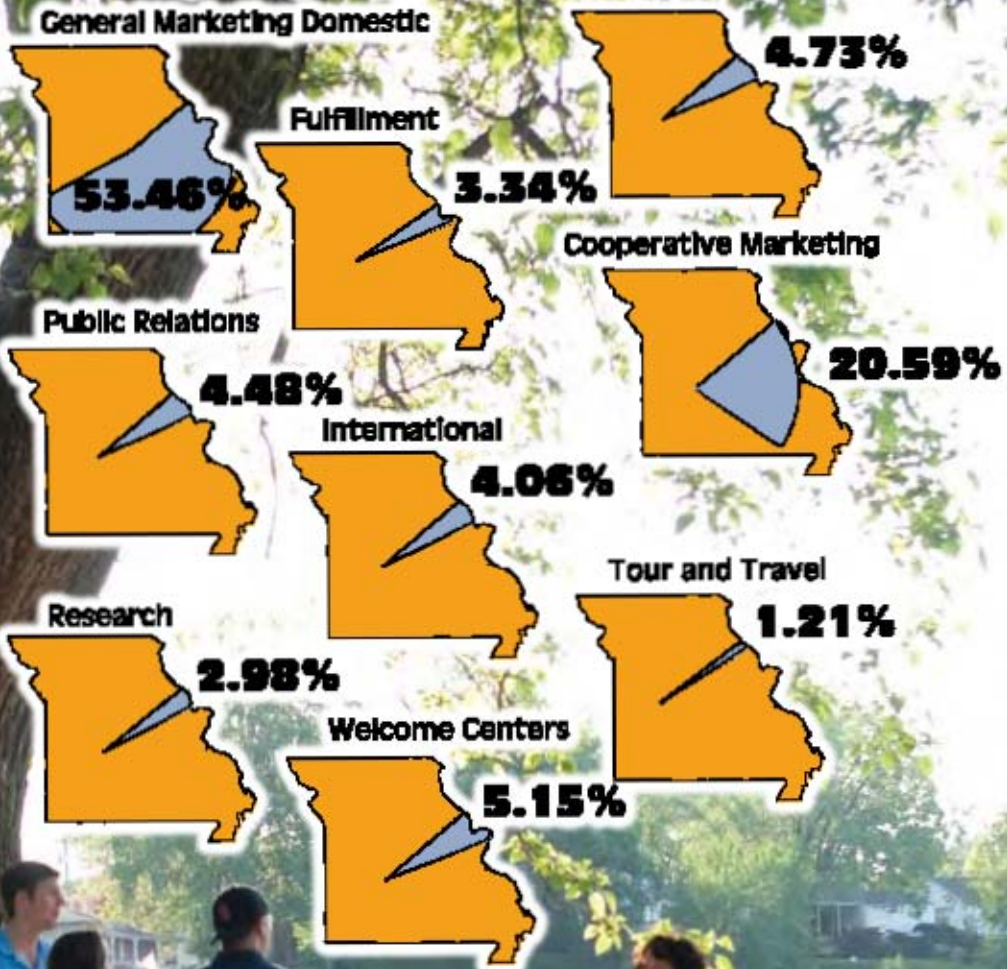
County	*FY08 Total Expenditures in 17 Tourism-related SIC Codes	**FY07 Local Property Taxes Lodging and Entertainment	***FY08 Tourism-related Employment
Bollinger	\$3,601,261	\$1,530	118
Butler	\$61,660,715	\$403,132	1,739
Cape Girardeau	\$135,345,723	\$918,925	4,732
Carter	\$5,981,900	\$77,989	226
Crawford	\$24,619,377	\$265,013	725
Dent	\$11,925,083	\$140,149	355
Dunklin	\$22,539,592	\$77,642	650
Howell	\$45,242,944	\$228,850	1,409
Iron	\$5,406,367	\$54,504	208
Madison	\$6,434,945	\$1,234	240
Mississippi	\$8,608,782	\$22,276	250
New Madrid	\$20,045,682	\$21,720	353
Oregon	\$5,702,393	\$16,039	226
Pemiscot	\$11,204,213	\$621,406	648
Perry	\$19,867,571	\$97,691	788
Phelps	\$58,513,771	\$715,092	2,082
Reynolds	\$4,602,382	\$168,723	128
Ripley	\$6,411,097	\$67,872	233
Scott	\$41,345,884	\$207,412	1,263
Shannon	\$4,168,722	\$42,733	213
St. Francois	\$76,575,730	\$456,929	2,271
Ste. Genevieve	\$12,188,953	\$64,148	389
Stoddard	\$24,847,397	\$79,458	621
Texas	\$14,008,940	\$23,954	390
Washington	\$9,989,033	\$48,374	291
Wayne	\$7,205,956	\$141,246	193
Totals SE Region	\$648,044,413	\$4,964,041	20,741
Totals Statewide	\$10,058,934,016	\$153,349,969	293,310

*Source: Missouri Department of Revenue

**Source: Department of Economic Development – MERIC

***Source: Missouri Division of Employment Security and University of Missouri – Columbia

Marketing Budget by Program



The state of Missouri receives \$2.46 in state tax revenues from every dollar invested in the Division of Tourism's budget.

Stone Hill Winery, Hermann

Communications

Strategy

Promote Missouri as a viable tourism destination through a number of communications vehicles in order to increase revenue from traveler's expenditures.

Tactics

- Generate positive editorial coverage
 - Press releases
 - Press tours
 - Media missions
 - Trade shows
 - Memberships in professional organizations
- Produce publications to inform the public, media and Missouri tourism industry
 - Official Missouri Vacation Planner
 - Marketing Plan
 - Annual report
 - Newspaper inserts
- Redesign VisitMO.com and the Missouri Tourism News Bureau to offer up-to-date features and benefits for visitors, media and other stakeholders.
- Partner with other public and private agencies where feasible to extend resources



Results

- Distributed 19 press releases
- Generated advertising equivalency of \$2,602,003
- Recorded more than 500,000 Web site unique visitors **www.VisitMo.com**
- Attended PRSA Tour and Travel Conference, Missouri Press Association, Travel Media Showcase to meet with the press.
- Conducted five independent press tours
- Conducted two group press tours
- Conducted three out-of-state media missions
- Responded to 60 requests for information from travel writers
- Proactively pitched 12 stories to targeted media outlets
- Produced advertorial copy for special inserts running in Chicago Tribune
- Registered 200 members on News Bureau **<http://News.VisitMo.com>**

For every \$1 Missouri invests in marketing tourism, \$48.13 is returned in visitor expenditures.

Cooperative Marketing

Strategies

- Extend MDT marketing resources through strategic partnerships.
- Support local performance-driven marketing projects to increase tourism.
- Provide incentive and opportunity for marketing growth and improvement.

Tactics

- Develop marketing categories to facilitate targeted funding.
- Implement comprehensive project tracking and reporting processes.
- Monitor project goals, strategies, milestones and outcomes.
- Encourage media advertising.
- Analyze and compile in-depth, end-of-project summary reports.

Results

State Dollars Expended	\$3,211,364
Local Matching Dollars	\$3,263,833
Total Project Cost (state, local expenditures)	\$6,475,197
Media Expenditures	\$5,830,341
Economic Impact	\$358,791,264
Total Circulation/Gross Impressions	2,110,843,197
Inquiries Reported	904,896
Cost Per Inquiry	\$8.09
TV Ads Placed	25,300

Radio Ads Placed	4,699
Newspaper Ads Placed	220
Magazine Ads Placed	515
Billboards Leased	22
Brochures Distributed	362,164
Trade Shows Attended	89
Familiarization Tours Hosted	14
Web Site Updated	1
Other Marketing Activities	85
Number of Contracts	50
Average return for every \$1 invested	\$55.41

Cultural Tourism

Strategy

Promote Missouri's cultural attractions to prospective travelers.

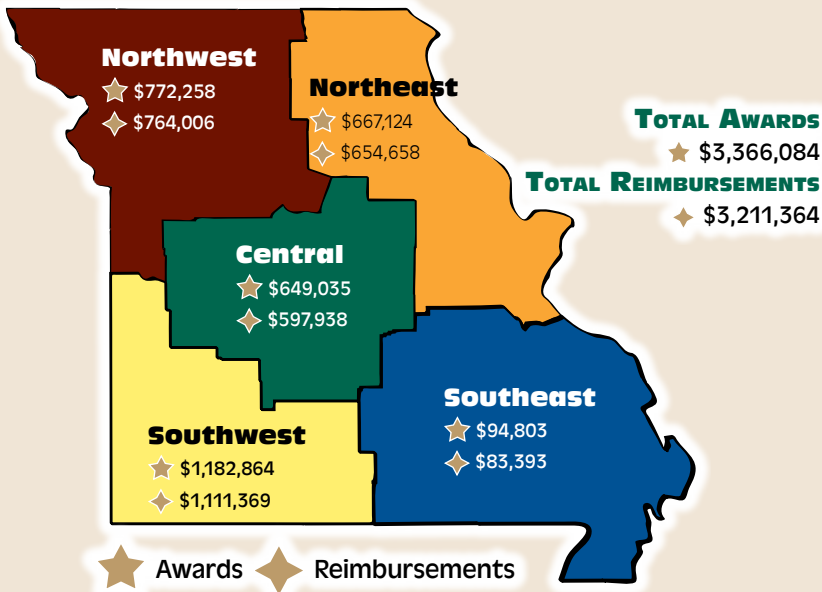
Tactics

- Use public relations.
- Enhance Web site content.
- Place culturally focused advertising.
- Increase outreach through involvement with community groups.
- Promote agritourism, such as corn mazes, U-pick farms and the wine country.

Results

- Developed Civil War index to track visitation at those sites.
- Wrote and distributed news releases addressing cultural tourism topics – history, heritage and arts.

Cooperative Marketing Awards and Reimbursements for FY08



- Promoted cultural aspects of the state through advertising.
- Continued partnership with Missouri Wine and Grape Board to promote wine country.
- Conducted Forgotten Missouri press trip in northeastern Missouri.

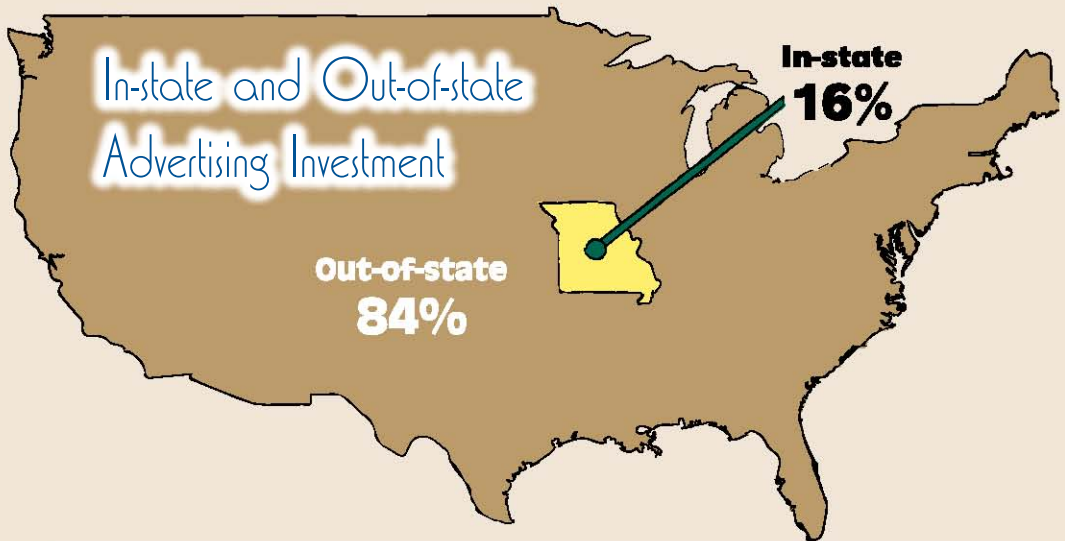
Tactics

- Use a balanced mix of image and awareness-building media – television, magazines, newspapers, radio and online Web site placements, internet optimization, and e-mail campaigns.
- Reinforce positive brand awareness.
- Bring potential visitors to the Web site for information.
- Time campaigns to promote fall, and spring/summer travel.
- Target consumers' desire to stay closer to home, combining shorter, more frequent getaways with traditional one- or two-week vacations.

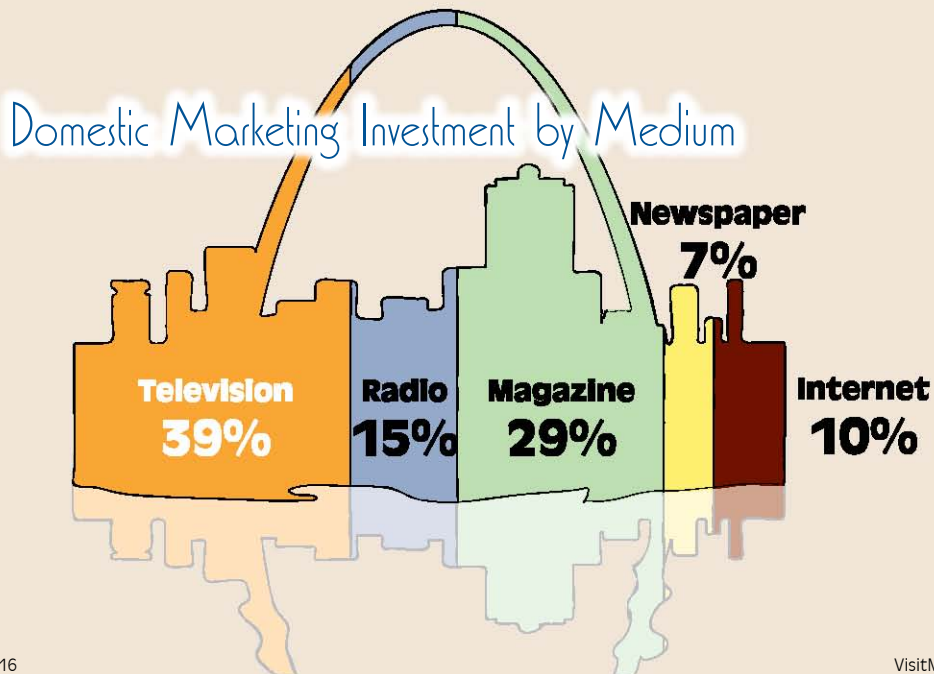
Domestic Marketing

Strategy

Increase tourism spending in Missouri by promoting the state as a desirable travel destination to the in-state and out-of-state general domestic market.



Travel is a \$12.7 billion industry for the Show-Me State.
Source: University of Missouri Economic Impact Report.



- Emphasize Missouri's unique appeal to a wide variety of leisure travelers.
- Include promotions in media campaigns, extending advertising budgets via partnerships.
- Aim direct marketing efforts at best tourism customers, relaying targeted one-to-one-based messages.
- Represent Missouri at national and regional sports and outdoor shows.

Results

- Advertising in CY08 generated \$872.1 million in overall expenditures.*

- \$48.13 in visitor expenditures is the return on investment (ROI) for each dollar in MDT's total CY08 budget.*

*Source: SMARI

International Marketing

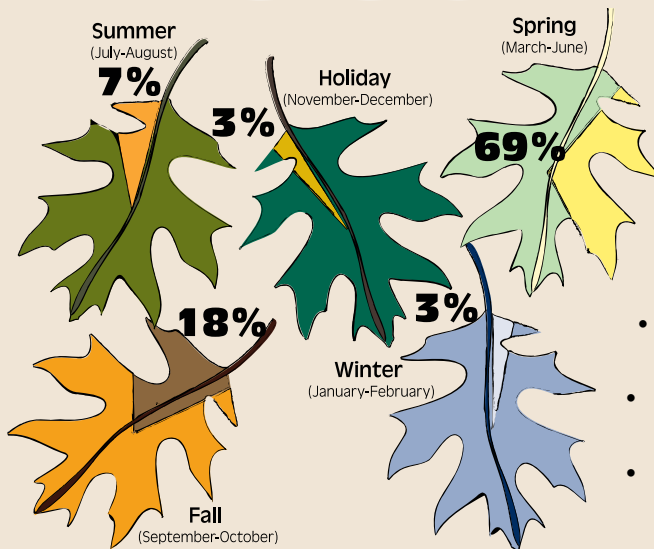
Strategies

- Increase awareness of Missouri as an international destination.
- Increase United Kingdom and Canadian visitor volume and the length of time they stay in Missouri.
- Increase available Missouri product with international tour operators.

Tactics

- Increase breadth and volume of Canadian group product.
- Work with in-country marketing firms in United Kingdom and Canada.
 - Create and place advertising in researched media within the United Kingdom and Canada.
 - Promote Missouri as the "Real America" to tour operators, foreign media and international consumers.
- Regularly update and distribute press kits/CDs and news releases.
- Represent Missouri at consumer and travel trade shows.
- Create and distribute newsletter both hard copy and HTML to 1,130 U.K. travel trade and select consumers.
- Fulfill requests for travel information.

Domestic Marketing Advertising Budget by Season



Statewide Tourism Employment*



*Source: Missouri Division of
Employment Security and the
University of Missouri

Missouri hosted over 39 million visitors in FY08

Missouri State Capitol

- Attract and host international journalists and tour operators for FAM tours.
- Partner with airlines, travel agencies and tour operators on cooperative projects to maximize available resources.
- Provide sales mission opportunities to Missouri industry partners.
- Promote group tour page on MDT Web site through these URLs:
www.VisitMO.ca; www.GoMissouri.co.uk and **VisitMO.co.uk**.
- Create new geographic and themed itineraries.
- Create and distribute press releases written to entice international visitors.

Results

- Increased Canadian average spending per night from \$88.48 in U.S. Dollars in 2006 to \$113.65 U.S. Dollars in 2007.
Source: Statistics Canada
- Generated 6,300 Web site visits to **www.GoMissouri.co.uk** and **www.VisitMO.co.uk**
- Included **VisitMO.ca** in Canadian publications and generated 5,453 Web site visits from Canada.
- Participated in the Ontario Motor Coach Association convention in Toronto and held the annual Missouri Tour Operator Breakfast during the conference. The breakfast was attended by 75 tour operators.
- Conducted the summer U.K. sales mission, which included sales calls and media appearances.
- Executed the Missouri Days in Canadian Spring Sales Mission, which included sales calls, destination training and a VIP trade and media dinner.
- Participated in TIA Pow Wow, the largest international U.S. travel trade show
- Facilitated the inclusion of more than 1,230 Missouri hotels and other products by 29 U.K. tour operators.
- Hosted trade and media familiarization trips for both Canadian and United Kingdom markets.
- Generated \$1,501,583.16 in public relations evaluations within the United Kingdom vs. \$88,508.16 in FY07.
- Generated \$580,065 in Canadian public relations evaluations vs. \$308,636 in FY07 with an investment of less than \$10,000.
- Continued to update and monitor Travel Uni, a web-based training program for British travel agents. At the close of FY08, 289 travel agents had signed up to go through the Missouri Travel Authority program representing an increase of 110 agents during FY08.
- Engaged in co-op marketing programs with three Canadian tour operators including an on-air and Web site Canadian radio promotion with Hanover Holidays creating over 2 million impressions.
- Engaged in an on-line co-op marketing campaign and vacation competition with U.K. company **Lastminute.com**. Sent to 1.5 million consumers. The 30-day promotion resulted in 19,120 competition entries and 76 bookings.

- Partnered with the UK National BBQ Association in a campaign to promote Missouri and offer Missouri vacations for winners. Total PR value was \$618,000 for a \$36,000 investment that reached 10.9 million British consumers.

Tour And Travel

Strategy

- Promote Missouri as a memorable destination for group travelers.
- Increase the amount of Missouri product offered by domestic group tour planners.

Tactics

- Use trade shows and promotions to reach target markets, affinity markets (student/youth, bank clubs, group leaders), receptive tour operators and "traditional" tour operators.
- Create geographical and thematic itineraries, events calendars and editorial profiles for travel-trade publications.
- Customize current ad campaign to fit group travel-trade publications.
- Place group tour information online at **www.VisitMO.com/grouptour**.
- Work with regional marketing organization Grand Central USA to promote multi-state itineraries and maximize resources.
- Work with group tour travel writers to maximize Missouri coverage in group tour related publications.

Results

- Conducted press visits for domestic group media, including Bank Travel Management, Group Travel Leader and Courier magazine.
- Worked with publications to create Missouri Travel Planners sections. Publications include Bank Travel Management, Group Tour Magazine and Group Travel Leader. Total circulation 49,100.
- Placed advertisements in Bank Travel Management, Destinations (ABA), Group Travel Leader, Show Me Missouri, Group Travel Magazine, Leisure Group Travel, Courier, Packaged Travel Insider and Student Youth Traveler magazines.
- Continued participation with Travel Alliance Partners (TAP), a destination marketing partnership. TAP features Missouri itineraries in their Guaranteed Departures program as well as the regional TAP Into Southern Treasures program. These tours are currently being sold by 36 tour operators and generated \$356,000 in gross Missouri expenditures in 2007 vs. \$256,000 in 2006. *Source: Travel Alliance Partners*

TravelMetrics

Each motor coach is estimated to have brought \$22,000 to Missouri

Source: Davidson Peterson Study

- Created three pre- and three post-regional familiarization tours for the National Tour Association Convention held in Kansas City.

Attended the following trade shows:

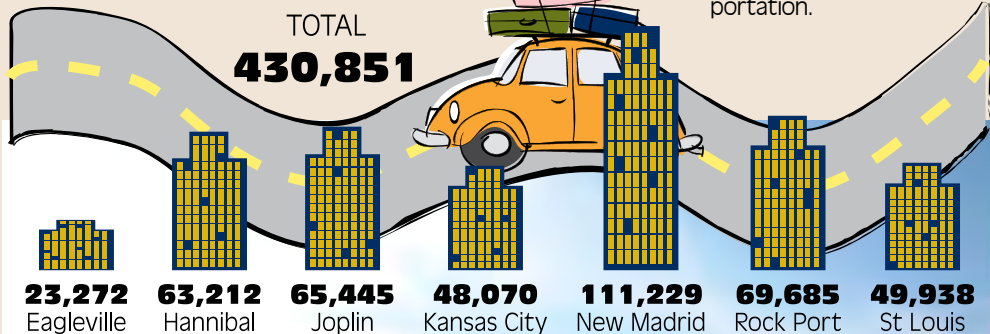
International Motor Coach Group	Tour operators
Missouri Showcase	Tour planners
Student Youth Travel Association (SYTA)	Tour operators (student market)
National Tour Association	Tour operators
SYTA Summit	Tour operators (student market)
American Bus Association	Tour operators
Bank Travel Conference	Bank club planners
TAP (Travel Alliance Partners) Dance	Tour operators
Missouri Bank Travel Exchange	Bank club planners

Welcome Centers

In cooperation with the Missouri Department of Transportation, the Division of Tourism operates seven Welcome Centers located in rest areas along the interstate highway system at key entry points around the Missouri border: Eagleville (opened Feb., 2008), Hannibal, Joplin, Kansas City, New Madrid, Rock Port and St. Louis.

These centers distribute information about events and attractions throughout Missouri. Thousands of brochures are available to guide visitors as they pursue their Missouri vacations.

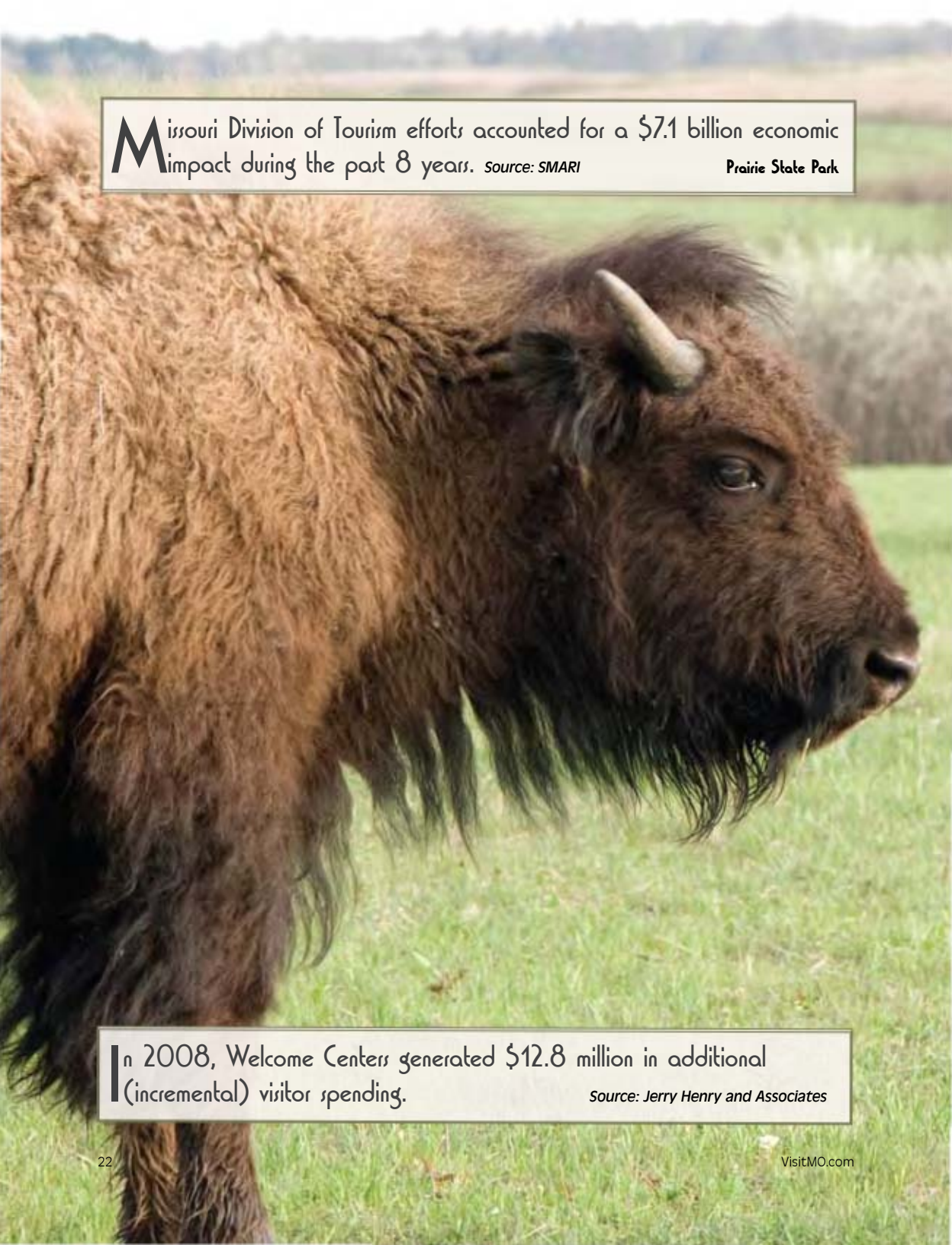
In addition to distributing information, the Welcome Centers collect data in order to track visitation by season and modes of transportation.



FY08 Welcome Center Visitor Counts



Eagleville Welcome Center



Missouri Division of Tourism efforts accounted for a \$7.1 billion economic impact during the past 8 years. *Source: SMARI*

Prairie State Park

In 2008, Welcome Centers generated \$12.8 million in additional (incremental) visitor spending.

Source: Jerry Henry and Associates

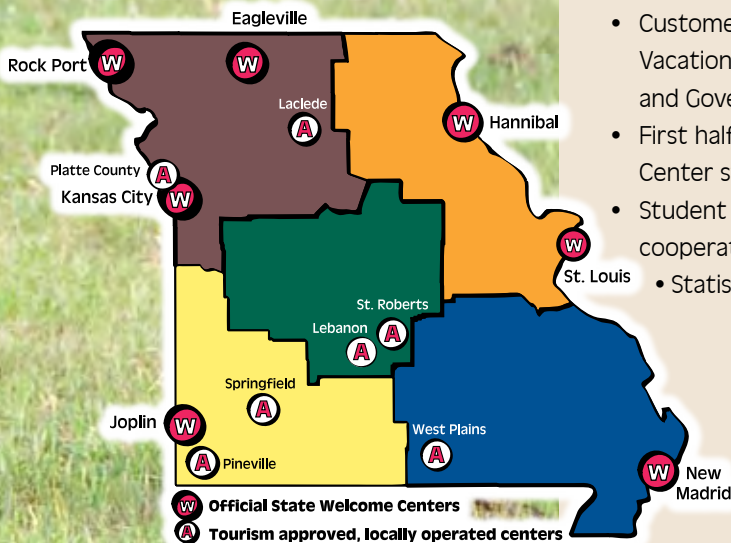
Research

Research provides a road map to help MDT make more informed marketing decisions and monitor the success of the division's strategies:

Reports in FY08

- Advertising/Public Relations Effectiveness Report
- Economic Impact Report
- National Traveler Activities and Expenditures Data
- Database Analysis solutions, and Reporting
- Web Site Studies
- Lodging Statistical Analysis
- Impact of Motor Coach Travel in Missouri study completed.
- TIA Hispanic Leisure Travelers Study
- MERIC Property Tax Evaluation
- International Traveler Spending Data
- Study of Canadian Travelers in Missouri
- Customer Satisfaction Evaluations for Vacation Planner, Monitor newsletter, and Governor's Conference
- First half of a year-long Welcome Center study
- Student and Youth Travel Association cooperative study
- Statistics Canada

Official Welcome Centers and Affiliate Welcome Centers



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Roaring River State Park